

CAMPAIGNS

“Be a P.A.L.” Winners Named *Pet-overpopulation programs flourish*

Be a P.A.L.—Prevent A Litter”—The HSUS’s most ambitious and comprehensive pet-overpopulation campaign to date—concluded 1988 with the judging for its “Be a P.A.L.” awards program (see the Winter 1988 *HSUS News*). This incentive program was open to all individuals, humane groups, and municipal and nonprofit animal shelters that developed unique, effective programs to combat pet overpopulation at the community level.

We were repeatedly struck by the spirit of cooperation seen in people working together to provide solutions to the problems of pet overpopulation. Not only humane groups but also members of the general public—students, Girl Scouts, mayors, councilmen and -women, media, and senior citizens—became involved in all-out efforts to promote responsible pet ownership. One community passed a spay/neuter ordinance in a collective decision to ensure a better life for its animals. Others undertook cooperative efforts with veterinarians: many entries

reported that local veterinarians offered reduced fees for spay/neuter surgeries, and many actually helped promote April as “Prevent A Litter” Month.

HSUS judges looked for projects that promoted the spay/neuter message. Entries were restricted to projects beginning January 1, 1986, or thereafter. Because The HSUS wanted to involve organizations and shelters at every level, five separate categories were established: I) communities with human populations of under 50,000; II) 50,000–100,000; III) 100,000–300,000; IV) 300,000–500,000; V) 500,000 and up. A sixth category was created to award an individual who, working without the assistance of an organization, mounted an effective pet-overpopulation campaign in his or her community. Selection of all winners was based on the creativity and effectiveness of programs.

The individual award goes to Joy Goldschmidt of Los Angeles, California. Ms. Goldschmidt formed the Cassidy Foun-



This brochure is part of the campaign for the Alliance for Pet Population Control in the San Francisco area.

dation “for the purpose of informing the public about the plight of homeless animals and finding humane solutions to this ever-growing problem.” Working with the Los Angeles City Council, Mayor Tom Bradley, and the Department of Animal Regulation, Ms. Goldschmidt initiated a four-month, free spay-and-neuter program that resulted in the sterilization of more than eleven thousand animals. More than five hundred billboards, bus boards, and bus shelters advertised the program. “This campaign demonstrates the powerful force for good which results when civic leaders and leaders of the advertising industry join their forces for the benefit of animals,” Ms. Goldschmidt commented.

In 1986, the Chemung County Humane Society of Elmira, New York (First Place, Category I: population less than 50,000), formed an animal-welfare committee to develop goals and objectives for the society that addressed the broad issues of animal welfare. The committee’s number-one issue was animal overpopulation. In order to survey community demand, the humane



FT. WAYNE DEPARTMENT OF ANIMAL CONTROL

The Ft. Wayne Department of Animal Control in Ft. Wayne, Indiana, put together a winning program for the community.

ALICE MORGAN WRIGHT—EDITH GOODE
FUND TESTAMENTARY TRUST

December 31, 1987

Statement of Assets and Liabilities

Assets	
Trust Corpus 12/31/86	\$ 1,301,076
Gain on Sale of Securities	3,503
1987 Dividend and Interest Income—Net	76,061
TOTAL	1,380,640
Less: Distribution of 1986 Income	(30,100)
Balance 12/31/87	\$ 1,350,540

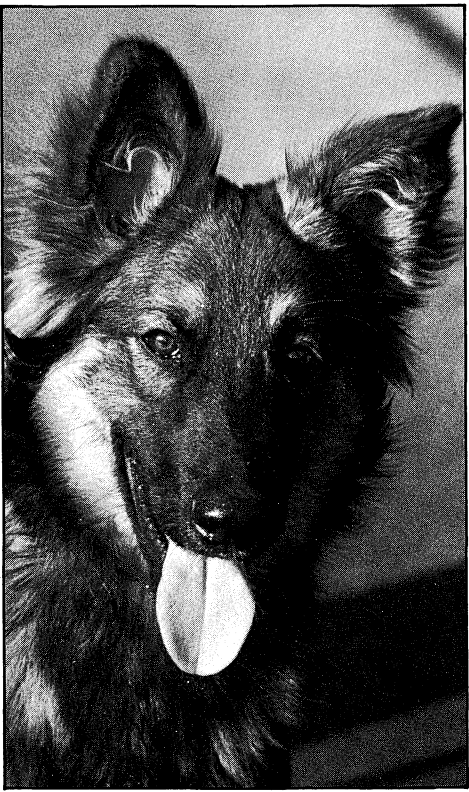
Represented by	
Cash in Interest Bearing Accounts	\$ 499,313
Accrued Interest Receivable	1,678
Investments—Securities at Book Value	789,391
Due from Broker	60,158
Balance 12/31/87	\$ 1,350,540

Statement of Receipts and Disbursements

Receipts	
1987 Income from Investments—Net	\$ 79,564
Disbursements	
Grants of 1987 Income to Organizations Listed	\$ 79,564

Organizations Receiving Aid from
Alice Morgan Wright—Edith Goode Fund 1987 Trust Income

The American Fondouk Maintenance Committee, Inc., Boston, Massachusetts
Animal Protective League, Milwaukee, Wisconsin
The Animals' Crusaders, Inc., Everett, Washington
Asociacion Uruguaya de Proteccion a Los Animales, Montevideo, Uruguay
Assistance aux Animaux, Paris, France
Association for the Prevention of Cruelty in Public Spectacles, Barcelona, Spain
Blue Cross of India, Madras, India
Brooke Hospital for Animals, London, England
Cape of Good Hope S.P.C.A., Plumstead, South Africa
Deutsche Tierfreunde E.V., Munich, Germany
Dublin Society for the Prevention of Cruelty to Animals, Dublin, Ireland
Ferne Animal Sanctuary, Somerset, England
Friends of Dogs, Calcutta, India
Fund for the Replacement of Animals in Medical Experiments, Nottingham, England
Hellenic Animal Welfare Society, Athens, Greece
The International Society for Animal Rights, Inc., Clarks Summit, Pennsylvania
Irish Society for the Prevention of Cruelty to Animals, Dublin, Ireland
La Ligue Francaise des Droites de L'animal, Paris, France
The Missouri League for Humane Progress, Inc., St. Louis, Missouri
Nacogdoches Humane Society, Nacogdoches, Texas
National Equine Defense League, Carlisle, England
National Humane Education Society, Leesburg, Virginia
Nilgiri Animal Welfare Society, Nilgiri, South India
Nordic Society Against Painful Experiments on Animals, Stockholm, Sweden
People's Dispensary for Sick Animals, Surrey, England
Scottish Society for the Prevention of Vivisection, Edinburgh, Scotland
Society for the Prevention of Cruelty to Animals, Fiji, Suva, Fiji
Society for the Protection of Animals in North Africa, London, England
Southern African Federation of SPCA's and Affiliated Societies, Claremont, South Africa
The St. Francis Animal Sanctuary, Assisi, Italy
Tierschutzverein fur Berlin und Umgebung Corp., Berlin, West Germany
Vier Pfoten, Vienna, Austria
World Society for the Protection of Animals, London, England



Reflect for a moment...
how can I help animals even when
I no longer share their world...?

By your bequest for animal protection to The Humane Society of the United States.
Your will can provide for animals after you're gone.

Naming The HSUS demonstrates your lasting commitment to animal welfare and strengthens the Society for this task.

We will be happy to send information about our animal programs and material which will assist in planning a will.

Please send: Will information

Name _____

Address _____

City _____ State _____ Zip _____

Mail in confidence to: Murdaugh S. Madden, Vice President/General Counsel, The Humane Society of the United States, 2100 L Street, NW, Washington, DC 20037.

society, with funds from a bequest, advertised one hundred spay/neuter certificates to be given away on three different dates. All one hundred certificates were given away within the first two hours of the first day! This interaction with the public gave Chemung the opportunity to survey the participants on their knowledge of their own animals and the problems of pet overpopulation. The humane society determined quickly that 1) the public wanted to alter its pets and 2) many people needed assistance. Chemung then began preparation for a spay/neuter-assistance program. Its second phase of work involved the entire community, as the county launched its "Be a P.A.L." program in April of 1988. Proclaiming April as "Prevent A Litter" Month, the county's citizens were involved on all levels. All elementary school children were invited to participate in a poster contest with the theme of kindness to animals and the necessity of spaying and neutering, and children in grades four through six wrote essays or poems on this theme. News releases, public-service announcements, live television appearances, newspaper articles, and letters to the editor (as well as an editorial written by the local newspaper) were used to focus public attention on spaying and neutering. The third phase of the Chemung "Be a P.A.L." program was to implement a permanent spay/neuter-assistance program, unveiled this year. In the past, most veterinarians had been very reluctant to offer any fee reduction for spaying and neutering, but, as of last fall, an agreement with local practitioners was reached that offers such an option.

Naming their program "Don't Litter—Spay/Neuter," the Humane Society of Tom Green County (First Place, Category II: population 50,000–100,000) began aggressively promoting its ideas in April of 1987. Speaking to civic organizations was a first step that opened doors to educating the public about its responsibilities to the animals within the community. A responsible pet-ownership class was developed and is being taught by the director of the animal shelter. When citizens are cited for violations of animal ordinances, their fee is dismissed if they attend the class. After months of educational effort in the com-



The Animal Alliance Society billboard got a lot of attention in El Paso, Texas.

munity, in September of 1987, the city council passed a spay/neuter ordinance for adopted shelter animals. The humane society subsidizes sterilizations in its efforts to defray costs for the new pet owner. In 1988, in partnership with The HSUS's "Be a P.A.L." Campaign, the humane society distributed "P.A.L." posters, offered "P.A.L." litter bags through the local car wash, booked staff on local talk shows, and put up billboards in various locations throughout the summer.

Beginning in 1986, the Fort Wayne, Indiana, Department of Animal Control (First Place, Category III: population 100,000–300,000) launched an aggressive campaign to educate its community about responsible pet ownership and to encourage spaying and neutering. At the end of the year, there had been a 22 percent increase in the usage of the spay/neuter clinic. In 1987, Fort Wayne initiated SNAP (Spay/Neuter Assistance Program); as of November of 1988, \$11,000 had been raised from community contributions, and nearly five hundred animals had been spayed or neutered.

The Animal Alliance Society in El Paso, Texas (First Place, Category IV: population 300,000–500,000) began planning specific outreach programs in 1987 and launched them January 1, 1988. Advertising its "SPAY" phone number, the society

has found that the phone line has become a twenty-four-hour hot line for all phases of animal welfare. In April, when Animal Alliance was promoting the concepts of "Be a P.A.L." through the media, more than three hundred calls were received within the first week, and sterilizations dramatically increased that month. After almost one full year of operation, more than four thousand inquiries have been answered by Animal Alliance volunteers through the "SPAY" phone line. As of December 1988, 1127 surgeries had been completed through the program. Through the help of media and advertising, the program has begun comprehensive education on public responsibility in pet ownership. Category V (population greater than 500,000) produced not one but three organizations that have offered outstanding programs. The Alliance for Pet Population Control in the San Francisco Bay area met in the fall of 1987 to discuss shared problems of pet overpopulation and methods to attack the problems. It wanted, among other goals, to make spaying and neutering "politically correct" as well as to educate the public and to provide an avenue for people to have their pets sterilized. The group launched its campaign in May of 1988 with a demonstration in San Francisco about the runaway population growth of dogs and cats in the Bay Area. A toll-

free phone number allowed the public to call for a list of veterinarians in the Bay Area that would provide pet sterilization at a reduced fee. The Alliance put together a teaching unit for elementary schools titled "Become a P.O.E.T." (Pet Overpopulation Educator Today) that was implemented in the fall of 1988. Designing its own press kit, the Alliance took on the theme of "Sex Education Isn't Just for People" and distributed television public-service announcements, newspaper ads, posters, and billboards.

The Coalition for Pet Population Control of Los Angeles, the second winner in this category, began in October of 1987 with a single goal: reducing the overpopulation of dogs and cats in its area through spaying and neutering. All eleven public sheltering agencies serving Los Angeles County are participating.

During the first twenty-week-long campaign, more than 7,300 pet owners dialed spay/neuter hot-line numbers after discovering the service through public-service ads on television and radio and in buses, bus shelters, newspapers, and fliers. The second twenty-week campaign has a target of ten thousand calls. Volunteers man the hot lines 120 hours each of the twenty weeks. The coalition has agreements with sixty-six veterinarians and eleven shelter spay/neuter clinics in Los Angeles County, and it recently expanded to include Orange and San Diego counties.

The work of three groups in Philadelphia rounds out Category V's winners. The Women's SPCA of Pennsylvania, the Morris Animal Refuge, and the Pennsylvania SPCA are commended for their well-organized, thoughtful outreach program, beginning with last year's "Be a P.A.L." promotion in April. In its list of goals, the Women's SPCA included "promote good will between veterinarians and humane societies." Thirty-one veterinarians agreed to participate in the "Be a P.A.L." effort by offering 25 percent discounts throughout April, and almost all agreed to participate again. School and community programs during March and April focused on pet overpopulation and spaying and neutering. Mayor W. Wilson Goode proclaimed

April as "Prevent a Litter" Month in Philadelphia; the Philadelphia Electric Company building's crown of lights lit up Philadelphia with the messages "Prevent a Litter" and "Call your SPCA"; public-service announcements were written and distributed throughout the area.

The "Be a P.A.L." campaign was designed to encourage partnerships that could more effectively help animals by working together and sharing ideas, talent, and resources. The results of those efforts translate clearly into a better life for our companion animals. ■



HSUS President John Hoyt (center) and other HSUS staff members met with representatives of cruelty-free cosmetics companies to explore common interests and goals.

LABORATORY ANIMALS

Opening Eyes to Alternatives *Industry, others look beyond Draize, LD50*

Animals are used to test the safety of a variety of products, including drugs, industrial chemicals, cosmetics, and household and personal-care products. Few of these laboratory procedures are as infamous among animal protectionists as the Draize Eye Irritancy Test and the LD50 Test. Both are crude practices that cause tremendous suffering to the animals used as subjects and provide, at best, only a rough estimate of the damage inflicted by a substance to the body. In the Draize Test, a chemical is placed in the eyes of restrained rabbits to determine whether it causes injury. Ulceration and hemorrhaging of the eyeball can

result. In the LD50 Test, chemicals are force-fed or otherwise administered to mice, rats, and other animals. Injury—and even death—are inherent in the LD50 Test; the aim of the test is to determine the dose that kills 50 percent of the animal subjects, hence the name "Lethal Dose 50 Percent" or "LD50."

Bills calling for a ban on animal testing are being introduced at the federal, state, and local levels. Increasing public awareness could eventually eliminate the use of animals in product testing.

Although many companies continue to use animals to determine their products' safety, they are reevaluating that approach,

largely as a result of public pressure. Industry has developed a number of potential alternatives to animal testing, particularly the Draize Test. Several of the most promising of these are being studied to determine which will be most effective.

One of the most heartening recent developments was a January 1989 announcement by the Noxell Corporation, maker of Noxzema and Cover Girl and Clarion cosmetics, that it will screen new cosmetics and skin-care products for safety by applying them to tissue cultures in laboratory flasks rather than in rabbits' eyes. This non-animal test, the Agarose Diffusion Method, was previously scientifically validated to screen the toxicity of plastics in medical devices; now, after two years of study, the test is being applied to eye irritants. According to a letter from Noxell to The HSUS, the company expects this substitution to reduce its use of the Draize Test by 80 to 90 percent.

A growing number of companies has avoided animal testing altogether. The HSUS recently revised its Humane Shopper's Guide, which lists ninety "cruelty-free" manufacturers. Unlike other manufacturers of cosmetics, personal-care products, and related items, these companies rely on careful formulation rather than on scientifically questionable animal tests to ensure the safety of their products. They use ingredients generally recognized as safe, often of "food-grade" quality. These products have traditionally been sold at health-food stores and food cooperatives, but they are becoming available in more mainstream outlets such as grocery stores, drugstores, beauty salons, and department stores.

In January 1989, The HSUS convened a meeting with several cruelty-free cosmetics manufacturers to explore common interests and mutual goals. The companies explained their safety-assurance practices and expressed a willingness to work with The HSUS to expand consumer awareness of animal testing and cruelty-free alternatives.

The HSUS has also been involved in legislation to reduce or eliminate animal tests. At the federal level, Representative Barbara Boxer has introduced a bill that would ban the traditional LD50 Test and compel federal regulators to reevaluate and justify periodically any regulations that en-

courage animal testing. In May 1988, The HSUS prepared and submitted testimony in support of this bill. Rep. Boxer will probably reintroduce the measure during the current legislative session.

Several state bills that would ban the Draize and/or LD50 tests, either across the board or for particular types of products (e.g., cosmetics), were also introduced. In 1988, The HSUS testified and lobbied for bills in Maryland, New Jersey, and Pennsylvania. Other legislative and lobbying efforts are underway in these states and in Connecticut, Hawaii, Illinois, and Massa-

chusetts. Although none of these federal or state bills has passed, the city of Cambridge, Massachusetts, was able to pass a bill banning the Draize and LD50 tests.

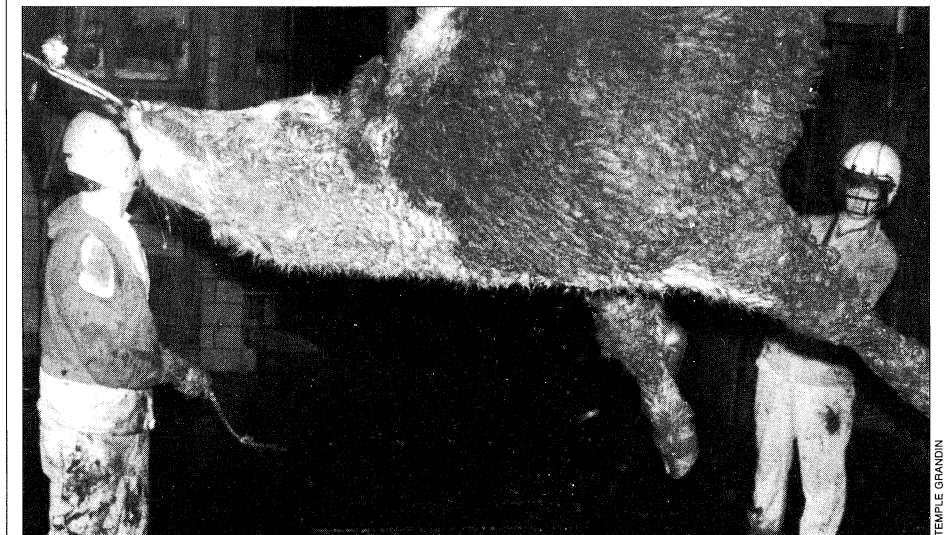
Much remains to be done. Through its educational and legislative efforts, The HSUS will continue to work to eliminate the Draize and LD50 tests and promote cruelty-free alternatives. Copies of the updated Humane Shopper's Guide, along with fact sheets on the Draize and LD50 tests, are available from The HSUS (Laboratory Animals Department, 2100 L St., NW, Washington, DC 20037) upon request. ■

FARM ANIMALS

Improving Kosher Slaughter *New systems eliminate need for shackle hoist*

Because religious slaughter of animals for food is exempt from the U.S. 1958 Humane Slaughter Act, the barbaric practice of shackling and hoisting fully conscious animals prior to Jewish (kosher) or Moslem slaughter remains legal in this country thirty years later. In shackling and hoisting, a chain is wrapped around one rear leg and the kick-

ing, thrashing animal is hoisted off the floor (see photo, below). In Western Europe and Canada, shackling and hoisting prior to religious slaughter is forbidden. Instead, plants in these countries are required to hold the animal in a restraining device. Religious slaughter methods require that an animal be fully conscious at the time of death. In 1958, restraining devices were not

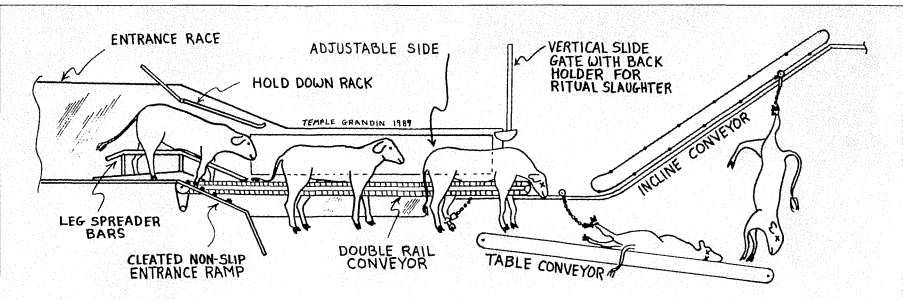


Restraining a steer with a shackle hoist prior to slaughter can be so hazardous that workers wear football helmets for protection.

available in the United States, thus the exemption of religious slaughter from humane standards. All other livestock slaughtered for food must be rendered unconscious prior to shackling and hoisting.

Devices that hold the animal in an upright position during religious slaughter are now available for all species. The ASPCA pen for large cattle was developed in the early sixties. In 1980, the V-conveyor restrainer was adapted for kosher slaughter by the addition of a head holder. This apparatus makes it possible for very large kosher slaughter plants to eliminate shackling and hoisting. Today, approximately 75 percent of the large cattle slaughtered in kosher plants are held in either the ASPCA pen or a V-conveyor restrainer. Shackling and hoisting of large cattle has declined since 1980, partially due to the invention of the modified V restrainer.

Until recently, all calves and sheep were shackled and hoisted prior to religious



In a newly developed small-animal system funded by the Council for Livestock Protection, calves ride quietly on a conveyor prior to slaughter.

SHACKLE HOIST		
Accident	Working Days	Lost
Kicked knee		82
Shackle fell on person's head		21
Kicked hand		21
Strained shoulder		1
Kicked hand		1
Total		126

DOUBLE RAIL RESTRAINER		
Accident	Working Days	Lost
Hand injury		2
Total		2

slaughter because appropriate restraining equipment was not available for these smaller animals. However, over the last two years, a new system that eliminates shackling and hoisting for sheep and

calves has been developed and tested in a commercial calf-slaughter plant. Funded by the Council for Livestock Protection, a consortium of national humane organizations that includes The HSUS, the new system was researched initially at the University of Connecticut. My company, Grandin Livestock Handling Systems, Inc., developed and invented many parts of this system.

Calves enter the slaughter plant and ride astride a moving double-rail conveyor. The calf rides quietly, seldom struggling, until it reaches the end of the conveyor, where a yoke attached to the bottom of a gate descends to hold the animal's back. The animal is then slaughtered according to religious requirements (see photo and diagram, below).

The plant equipped with this system slaughters less than 10 percent of all kosher slaughtered calves; all other plants still shackle and hoist calves prior to kosher slaughter.

Although the invention of the modified V restrainer contributed to declining use of the shackle hoist in large-cattle operations, so did increasing concern about employee safety. Slaughter plant operators want to avoid rising insurance premiums and lawsuits from injured employees, and, for this reason alone, upright restraint equipment has made sense.

The table above graphically illustrates a big reduction in accidents after the new double-rail restrainer system was installed in the calf plant described earlier. The data was accumulated eighteen months prior to removal of the shackle hoist and eighteen months after installation of the restrainer.

There have been similar dramatic reductions in accidents in large-cattle plants when the shackle hoist was replaced with upright restraint systems. The University of Connecticut has developed a small restrainer that costs less than \$1,000 for installation in locker-type plants. Small slaughter operations can no longer cite economics as an excuse not to switch to more humane—and safer—methods of religious slaughter. It is now time for the United States to get out of the Dark Ages and require the use of proper restraining devices.—Temple Grandin, Grandin Livestock Handling Systems, Inc.

COMPANION ANIMALS

End of the Animals Farm Home McCarthy pleads guilty to animal cruelty

The single largest case of animal cruelty in the United States began in November 1987, when Justin McCarthy, owner of the Animals Farm Home in Ellenville, New York, was arrested and charged with cruelty to animals (see the Summer 1988 *HSUS News*).

More than 1,000 animals were found on the farm, including almost 500 dogs. Hundreds of dogs were locked in dark, stench-filled rooms with no food or water. Most were suffering from mange and were extremely emaciated. Many had resorted to cannibalism to survive.

A second warrant was issued to impound the animals on the premises and give humane officials the authority to enter the farm to care for them. Under the direction of Samantha Mullen of the New York State Humane Association (NYSHA), a massive photo-identification and treatment program was launched by the Ulster County SPCA, NYSHA, and The HSUS. Dr. Lawrence Bartholf headed a team of veterinarians that euthanatized the most seriously ill animals and started medical treatment for the survivors. HSUS staff worked with local groups monitoring the conditions at the farm and caring for the animals.

Ulster County District Attorney Michael Kavanagh brought the case before the grand jury in April of 1988. Mr. McCarthy was indicted on twenty-five counts of animal cruelty in May.

A separate civil suit was filed charging that Mr. McCarthy had operated the farm in a fraudulent and illegal manner. The New York State attorney general sought to put Mr. McCarthy out of business and permanently close the farm.

In the civil action, New York State Supreme Court Justice Vincent Bradley named the Ulster County SPCA as temporary receiver in October, giving it con-

trol of the farm, and an intensive adoption effort began. The judge ordered that the attorney general, the Ulster County SPCA, and Mr. McCarthy agree on the permanent dissolution of the farm.

Justin McCarthy pleaded guilty on November 9, 1988, to four criminal counts of animal cruelty, including allowing ani-



HSUS New England Regional Program Coordinator Frank Ribaudo organized "Operation Cooperation" to help find homes for the last 125 dogs remaining at the Animals Farm Home. Only neutered animals were offered for adoption.

imals to starve to death and engage in dog-fights and cannibalism over a two-year period. Mr. Kavanagh, the New York State Humane Association, and The HSUS urged the courts that Mr. McCarthy not be permitted to retain any animals.

As part of the agreement, Mr. McCarthy is "permanently enjoined from owning, operating, or being associated in any manner with an animal shelter or any related business whatsoever." He is further "permanently enjoined from soliciting or accepting charitable contributions for the care, maintenance, or support of animals." Mr. McCarthy's wife,

Cathy Marinaccio McCarthy, is similarly enjoined for as long as she resides with or remains married to Justin McCarthy. The Animals Farm Home will be sold and the proceeds used to pay off the debts incurred by the Ulster County SPCA for care of the animals, operation costs, medical fees, and legal fees.

Justin McCarthy was sentenced to three years' probation by Judge Francis Vogt. As part of the sentencing, Mr. McCarthy must abide by the agreement entered into in supreme court. Both Mr. McCarthy and his wife will no longer be permitted to have anything to do with an animal shelter. However, humane groups were appalled that both judges allowed Mr. McCarthy to keep 23 personal pets.

December 28 and 29 marked the final closing of the Animals Farm Home. Humane organizations throughout New England, including the Cochecho Valley (N.H.) Humane Society, the Maine Federation of Humane Societies, the Massachusetts SPCA, and the Boston Animal Rescue League took dogs for adoption. Assisting were the York County SPCA in Thomasville, Pennsylvania, and the Berks County, Pennsylvania, Humane Society.

The status of Mr. McCarthy's personal pets will be closely monitored.—Barbara A. Cassidy, HSUS director, animal sheltering and control